

AGENCY STRATEGIC PLAN

FOR THE FISCAL YEARS

2003 - 2007



ARKANSAS DEPARTMENT OF PARKS AND TOURISM

FUNCTIONAL AREA: NATURAL & CULTURAL RESOURCES

AGENCY STRATEGIC PLAN APPROVAL FORM

FOR THE FISCAL YEARS

2003 - 2007

Richard Davies
Director

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STRATEGIC PLAN

Agency Name	Arkansas Department of Parks and Tourism
Agency Mission Statement: To enhance the quality of life in Arkansas by promoting travel and tourism, and protecting, interpreting and managing the State's natural, historical, and cultural resources.	

AGENCY GOAL 1:

To provide quality recreational and educational opportunities, enhance the economy, and safeguard the State's natural, cultural, and historical resources.

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Agency Name		Arkansas Department of Parks and Tourism
Program		Operations
Program Authorization		12-13-101; 15-11-101-410; 27-69-201-207; 22-4-102 Through 22-4-504; 13-5-207; 15-11-601-604; 8-6-404; Arkansas Constitution amendment 75 (Conservation Tax)
Program Definition: Funds-Center Code: XXX		To enhance the quality of life in Arkansas by providing recreation to the State's citizens and visitors, conserving promoting, protecting, interpreting and managing the State's natural, historical, and cultural resources.
AGENCY GOAL(S) #	1	
Anticipated Funding Sources for the Program:		General Revenue, Tourism Trust Fund, Special Revenue, Federal Funds, and Cash Funds

GOAL 1: (Sub-Funds Center Code: XXX GOAL 1)

Provide effective executive direction, financial management, human resource management, information technology and other support services in concert with the laws of the State of Arkansas and the Department's mission and goals.

Objective 1: (Sub-Funds Center Code: XXXG1OBJ1)

Provide Personnel and Financial management and other administrative services within the framework of rules, laws, regulations and procedures promulgated by the State of Arkansas. Maintain accounting standards and equitable employment practices. Operate and maintain technology infrastructure and training, and provide support services.

Strategy 1: (Sub-Funds Center Code: XXXA)

Coordinate and monitor activities and attendance for the Department's 14 Boards and Commissions, and direct operations of the six divisions.

Strategy 2. (Sub-Funds Center Code: XXXB)

Monitor and maintain internal accounting, support services, technology infrastructure, purchasing processes and procedures, provide internal control and produce management information.

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GOAL 2: (Sub-Funds Center Code: XXX GOAL 2)

To increase the travel-generated tax base, enhance the image of the state, and encourage investment in Arkansas's tourism industry.

Objective 1: (Sub-Funds Center Code: XXXG2OBJ1)

Generate travel and tourism to and within Arkansas by utilizing marketing techniques, services and programs.

Strategy 1: (Sub-Funds Center Code: XXXC)

Create and implement tourism marketing and retirement/relocation campaigns and monitor, maintain and market the Department's web site.

GOAL 3. (Sub-Funds Center Code: XXX GOAL 3)

To preserve and protect the natural beauty and quality environment of Arkansas through actions toward preventing litter, encouraging recycling and promoting scenic beauty.

Objective 1: (Sub-Funds Center Code: XXXG3OBJ1)

Strive to educate our state's citizens and leaders about the economic, aesthetic and environmental consequences that relate to those physical and visual aspects of a community that individuals can personally and directly impact through their actions.

Strategy 1: (Sub-Funds Center Code: XXXD)

To inform and involve the people of Arkansas through programs and activities that promotes litter education, prevention and control, toward making our state cleaner, healthier and more attractive.

GOAL 4: (Sub-Funds Center Code: XXX GOAL 4)

To manage and operate the state parks system and safeguard the state's natural, historical and cultural resources while enhancing the economy of the state and improving the quality of life for its citizens.

Objective 1: (Sub-Funds Center Code: XXXG4OBJ1)

Provide recreational and educational opportunities for park and museum visitors.

Strategy 1. (Sub-Funds Center Code: XXXE)

Provide recreational, cultural and historical destinations for the public.

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Strategy 2. (Sub-Funds Center Code: XXXF)

Provide staff with training resources and tools to operate the park system.

Strategy 3. (Sub-Funds Center Code: XXXG)

Plan, design and oversee construction and major maintenance projects.

Objective 2. (Sub-Funds Center Code: XXXG4OBJ2)

To safeguard the state's natural, historical, and cultural resources and make them available for visitors.

Strategy 1. (Sub-Funds Center Code: XXXH)

Restore, maintain and conserve our existing resources and acquire new ones to preserve and protect for future generations.

Objective 3. (Sub-Funds Center Code: XXXG4OBJ3)

To enhance the economy of the state and improve the quality of life for its citizens.

Strategy 1. (Sub-Funds Center Code: XXXI)

Provide visitors with information about available recreational and educational activities.

Strategy 2. (Sub-Funds Center Code: XXXJ)

To provide funding and technical assistance to local governments and non-profit organizations for Park and Museum Grants.